

INVESTED IN THE DELAWARE VALLEY

A LOOK INSIDE THE COMPANY AND CULTURE OF
RAYMOND JAMES IN THE DELAWARE VALLEY

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- ↑ THE HISTORY OF RAYMOND JAMES
- ↑ THE PLATFORM OF THE FUTURE
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HISTORY OF RAYMOND JAMES

The time-tested advantages of
joining Raymond James.

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THE PLATFORM OF THE FUTURE

Taking a long-term view of progress
creates opportunities along the way.

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After the next big thing

Dear fellow Delaware Valley advisor,

There’s a lot to be said about the power of a single idea, whether it’s a new method, a market-changing product or a different way to understand the information in front of us. But without another great idea, those whose ideas were once transformative can end up as just another one-hit wonder.

This is something we understand implicitly as financial advisors – it’s why we don’t tell our clients that their financial goals are just one strong stock pick away. Instead, we work with them to create an enduring financial engine and help them keep it moving forward.

This kind of long-term thinking is a central idea of the Raymond James culture. We were founded with a great idea – that an investor should consider their entire financial picture, not just their portfolio picks – and turned that idea into a tradition of progress.

In a nutshell, that tradition is what’s behind our “Platform of the Future,” the tools, technology, services, resources and practice game changers that have empowered thousands of advisors to take their businesses further. In this issue of Invested in The Delaware Valley, you can see some of the components that

make up our platform and understand how they can make a difference in your practice.

Also, in this issue, you’ll learn a little bit about how Raymond James got started, how we continued to pivot toward progress and where we are today. You can also read our Financial Advisor Bill of Rights, a cornerstone document for our firm and our industry.

If this approach to the future appeals to you, I’ll be glad to speak with you about yours.

Sincerely,

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The start of something different

When Bob James founded Raymond James in 1962, he did so based on a belief that clients deserved more than help with investment decisions – they needed advice that considered their entire financial pictures. As a result, Raymond James has always been a different kind of firm, one that embraces long-term planning and methodical decision-making, and remains focused on what matters most: your clients.

That approach has continually supported our growth as a preeminent financial firm serving advisors and their clients on an international scale. Further, the company has expanded through the years to serve corporations, institutions and municipalities through significant capital markets, banking and asset management services. Six decades later, Raymond James continues to uphold its reputation for strength and stability through every kind of market environment.

As Bob James first suspected, by putting the success of others first, the firm’s has followed close behind.

Our core values

WE PUT **CLIENTS FIRST**.

If we do what’s right for our clients, the firm will do well and we’ll all benefit.

WE ACT WITH **INTEGRITY**.

We put others above self and what’s right above what’s easy. We believe doing well and doing good aren’t mutually exclusive.

WE THINK **LONG TERM**.

We act responsibly, taking a conservative approach that translates into a strong, stable firm for clients, advisors, associates and shareholders.

WE VALUE **INDEPENDENCE**.

We respect autonomy, celebrate individuality and welcome diverse perspectives, while encouraging collaboration and innovation.

A history of strength and trust

- 1962 Bob James founds Robert A. James Investments.
- 1964 Robert A. James Investments merges with Raymond and Associates.
- 1970 Tom James is named CEO.
- 1973 Raymond James gains a seat on the New York Stock Exchange.
- 1974 Investment Management & Research (IM&R), a firm subsidiary, reactivates as an independent contractor broker/dealer.
- 1983 Raymond James completes \$14 million IPO.
- 1987 Raymond James opens in Paris, the first of its international offices.
- 1994 Raymond James publishes the first Client Bill of Rights.
- 1999 IM&R and Robert Thomas Securities merge as Raymond James Financial Services.
- 2004 The firm opens its 300,000 square foot Tower 4.
- 2010 Paul C. Reilly succeeds Tom James as CEO.
- 2012 Raymond James acquires Morgan Keegan and celebrates 50 years of client-first service.
- 2013 Raymond James celebrates its 100th consecutive quarter – 25 years – of uninterrupted profitability.
- 2016 Raymond James acquires Deutsche Bank Wealth Management’s U.S. private client services unit and revives the storied Alex. Brown name.
- 2017 Tom James becomes chair emeritus with Paul Reilly succeeding as chair.
- 2020 Continuing a tradition of smart, targeted acquisitions, Raymond James purchases retirement administration firm NWPS and boutique investment bank Financo.

The platform of the future

A long-term view on progress creates opportunities along the way



Raymond James was founded with revolutionary ideas about personal finance. The sparks that ignited our tradition of innovation still burn brightly today. We understood then – as we do now – that to stay ahead in a rapidly changing world, one has to be comfortable blazing new paths.

Our future-focused advisor platform is a product of that thinking. We offer services responsive to advisors’ individual needs, resources designed to suit the contours of their businesses and a culture that puts advisors and their clients first.

Book ownership

YOUR BUSINESS

Our commitment to advisor book ownership reflects our respect for the client-advisor relationship. We work to gain advisors’ trust as true partners, providing the service and support they need to thrive – not by holding onto something they built and should rightly be theirs.

Learn more at joinrja.com.

Technology

YOUR WORKSPACE

Our technology works for advisors because our innovation is driven by advisors, making our tools responsive, easy to use and mobile, allowing you to take your office wherever you go. Fully integrated, single-sign-on functionality and deep customization go even further to give you more time working with your clients and less time managing the back office.

Learn more at raymondjames.com/advisortech.

Marketing

YOUR BRAND

Work with us to develop a brand truly aligned with your practice, your innovative spirit and your style. Our dedicated in-house agency brings the creativity and experience of more than 150 marketing professionals who can make sure that when you’re not there to make the right impression, your brand is doing it for you.

Learn more at raymondjamesmarketing.com.

Succession planning

YOUR LEGACY

When advisors join us, they often find their passion for the job reignited and their retirement plans put on hold. But when the time does come – as planned or in response to life’s many developments – our Succession & Acquisition Planning team can help guide your decisions as you do for your clients, and with as much care.

Learn more at rjsuccession.com.

Make our platform of the future **your foundation for growth**

We believe our success follows when we enhance advisors’ relationships with their clients. To see how this approach can benefit your clients and your practice, reach out to one of our consultants for a discreet, confidential conversation. Reach out to us at: raymondjames.com/advisor-opportunities/contact-us/talk-to-a-recruiter.

Raymond James at a glance

Raymond James has delivered 140 consecutive quarters of profitability. We credit much of this performance to the firm’s client-first perspective and adherence to its founding core values of professional integrity, advisor independence, and a conservative, long-term approach to investing.

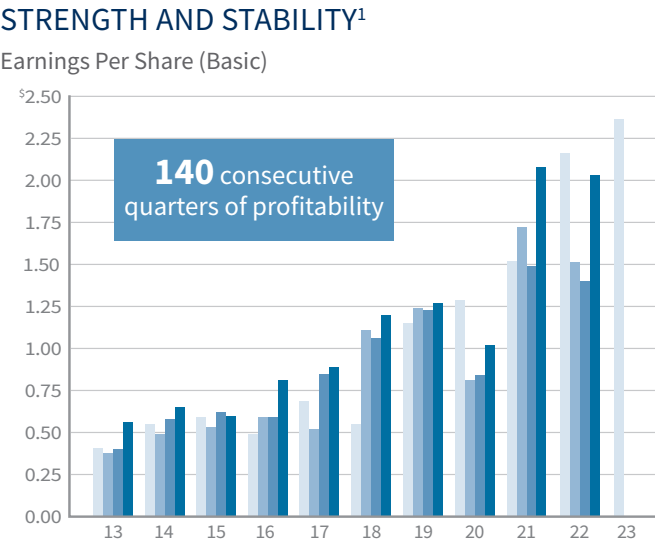
BY THE NUMBERS

▶ Approximately **8,700** financial advisors

▶ Approximately **\$1.17 trillion** in total client assets

▶ More than **2x** required total capital ratio

▶ A-, **stable outlook credit rating** (Fitch)



Delaware Valley at a glance

At the Delaware Valley complex of Raymond James, we have a long history of excellent leadership and achievement. With associates and managers recognized in national rankings, we embody a winning culture with high-quality associates. Here’s a look at the latest numbers and success behind a team that is all about people.

Our complex features **11 office locations** and **120 Financial Professionals** throughout Eastern Pennsylvania and Delaware.

In 2022, **28 of our advisors reached recognition club status.** Raymond James believes in rewarding financial advisors for serving their clients beyond just financial results. So, when determining rewards and recognition, the firm also takes into consideration client assets under management, net new assets, and industry-related designations and/or licenses financial advisors earn through competency points during their careers.

The average Delaware Valley advisor produced **\$1,260,468 over the past 12 months** with assets under management **\$267,572,834**. Our total AUM is approximately **\$18 billion**.

When advisors affiliate, they join a fully staffed office with access to on-site technology consultants to get them connected, as well as experienced branch, complex and divisional teams and managers to help them grow their practices. The average Delaware Valley service associate supports approximately **\$1,355,488 million in annual production.**

As of 12/31/2022. Past performance is not an indication of future results. The information provided is for informational purposes only and is not a solicitation to buy or sell Raymond James Financial stock. A credit rating of a security is not a recommendation to buy, sell or hold securities and may be subject to review, revisions, suspension, reduction or withdrawal at any time by the assigning rating agency. Raymond James Bank is an affiliate of Raymond James & Associates, Inc., and Raymond James Financial Services, Inc. © 2022 Raymond James & Associates, Inc., member New York Stock Exchange/SIPC.

Complex happenings

▼ **Jenkintown office** led by branch manager, **Dan Jones**.



▶ **Doylestown office** led by branch manager, **Matt Pruitt**.

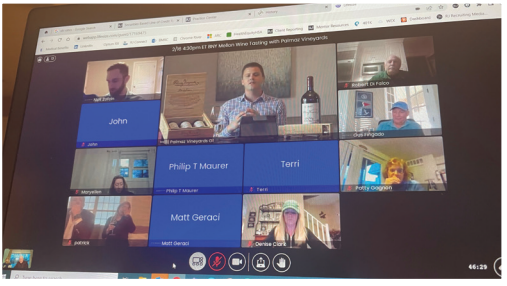


▶ **Newtown office** led by branch manager, **Sean Deming**.



◀ **Conshohocken branch manager, Rich Hartman.**

▼ **The Newtown office** hosted a wine tasting event virtually.



PAVING THE WAY BY PUTTING PEOPLE FIRST

When we first opened our doors in 1962, Raymond James revolutionized the financial world by putting people over products and doing what's right over what's convenient. While we've since grown into a leading firm, our unwavering commitment to our people – to advisors and their clients – continues paving our way forward.



Find out more about how invested we are in The Delaware Valley – and in advisors like you.

If you'd like to learn more about Raymond James and the multiple affiliation models we can offer advisors or if you'd simply like to get a better feel for the unique atmosphere we've created here in The Delaware Valley, we invite you to reach out. We look forward to hearing from you.

RJDELVALLEY.COM

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RAYMOND JAMES®

THE DELAWARE VALLEY COMPLEX

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